5/23/00

VENTURE VORTEX

YAHOO! FINANCE

Business Wire

MEDIA CONTACT:
Mr. Dustin Petrie
Dpetrie@venturevortex.com
212 363 1518

Venture Vortex, Inc
55 Broad Street, Suite 13A
New York, NY 10004
http://www.venturevortex.com

VENTURE VORTEX ANNOUNCES SITE LAUNCH AND PARTNERS

New York (May 23, 2000) – Venture Vortex, Inc < http://www.venturevortex.com> announced it has launched a next-generation online community for entrepreneurs and the venture capital industry. The Vortex site is designed to help start-ups dramatically compress the time it takes to plan, fund, staff and scale companies in the Internet and IT market spaces. According to CEO, Garnet Heraman, "the Vortex site is constructed to reduce the friction in venture creation and produce smarter start-ups . Our online strategy is simple– **Educate, Execute and Interact.** "

To educate, the company's **Venture Roadmap**™ lets all entrepreneurs rapidly identify action items and best practices for launching a robust start-up. The company already has strategic partnerships with the nation's largest entrepreneurial and venture capital organizations, including The Kauffman Foundation and The Edward Lowe Foundation. These partnerships give Venture Vortex site users access to the highest quality content, including materials written *by* entrepreneurs *for* entrepreneurs, daily business news, real-life solutions to finding investors and raising capital, abstracts, market research, support programs on entrepreneurship and a weekly email bulletin, **The VentureBuilder™ Newsletter.**

To execute, VentureVortex's affiliate program allows entrepreneurs to seamlessly connect with a group of premium ecommerce partners in all areas relevant to launching a venture, including business planning, marketing, investment, human resources and infrastructure. Venture Vortex has amassed an impressive array of marketing and ecommerce partners to serve the needs of a new generation of entrepreneurs. These partners include **Exodus Communications , EarlyBird Capital, Register.com, ADP, OfficeMax, Compubank, BPlans.com, PRGGuide, NewMediary, ContractEdge, U1.Net, Offices2Share, HireEngine, Ventrepreneurs, Etelemark.com, Firmlist, GetSmart.com, USLaw.com, Salary.com, Merchandizer, Nettemps, and BFI Furniture.**

To interact, the company's VentureBuilder™ tool set allows people to use this new insight to connect online with Venture Vortex community members to cluster resources around innovative ideas and technologies. These partners include **Broadwing Communications, VirtualScape, Fusebox, NetAcross, MBA Freeagents.com, LNC Ventures** and a select group of angel investors.

The next version of the site will include online collaboration tools that enable both entrepreneurs and investors to execute more complex mission-critical tasks, such as doing due diligence and building management teams. "In the future," Heraman noted, "Venture Vortex will continue to perfect our vision of frictionless venture creation by establishing our own private equity fund to invest in promising opportunities incubated in our growing community."

BEST AVAILABLE COPY

KEYWORD:MASSACHUSETTS NEW YORK
INDUSTRY KEYWORD: COMPUTERS/ELECTRONICS
E-COMMERCE
INTERNET
MARKETING
AGREEMENTS

DATEK ONLINE	Scottrade	E*TRADE	Ameritrade	look at
Trade Here	Trade Here	Trade Here	Trade Here	Trade Here
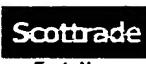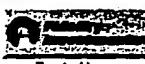
News Front Page • News Index • Headlines • Regular Features • Search
Data & Tools Market Data • Market Monitor • Charting • Portfolios • Discussion • Trading Center
Topics Mutual Funds • Personal Finance
Company Company Info • Investor Relations • Advertising • Media Kit • Feedback • Jobs
Services MarketWatch Live